

# Lorraine Longhi PRR

Emails sent between  
Amy Bolton,  
[abolton@susd.org](mailto:abolton@susd.org), Jed  
Bowman,  
[jbowman@susd.org](mailto:jbowman@susd.org) on  
March 22, 2019

## Louise Quezada

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**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Friday, March 22, 2019 8:51 AM  
**To:** Amy Goff; Jed Bowman  
**Subject:** Updating a Job Description & Title  
**Attachments:** SUSD\_Art Director.docx

Hello Dr. Bowman and Amy,

In March, Dr. Kriekard via Cabinet, provided permission for me to update the job description and title for Coordinator - Graphic Design and Video to "Art Director". In this case, the pay grade remains the same at "L" \$17.22 to \$26.10. This is a 12-Month Classified position. The updated job description is attached.

This would not have a financial impact on the District or include any additional pay raise beyond the 5% that has been publicly announced.

This change is to simply modernize the job description so it more closely aligns with the role as it exists today.

I am happy to answer any questions you may have.

Thank you.



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# SCOTTSDALE UNIFIED SCHOOL DISTRICT

## POSITION: Art Director

<b>PAY GRADE:</b> L	<b>FLSA STATUS:</b> Non-Exempt
<b>POSITION OBJECTIVE:</b>	
Design and create visuals for print and digital distribution that uphold the brand standards of the Scottsdale Unified School District to meet specific promotional, advertising and marketing needs of schools, programs, departments and initiatives.	
<b>DUTIES &amp; RESPONSIBILITIES:</b> (These duties are a representative sample; position assignments may vary.)	
<ul style="list-style-type: none"><li>• Meet with internal clients to lead creative concept brainstorming sessions to develop concepts for marketing, promotional, advertising and branding projects.</li><li>• Create graphics, visuals, and marketing materials for approval in accordance with brand standards to achieve desired outcomes.</li><li>• Supervise interns, volunteers and other graphic design contributors within the Communications and Marketing department.</li><li>• Coordinate with other internal and external graphic designers and creative contributors to ensure consistency with brand standards.</li><li>• Present drafts to the client or other stakeholders.</li><li>• Receive and execute client feedback per project scope, budget and timeline.</li><li>• Deliver completed files to client and/or external vendors for production.</li><li>• As needed, check quality of produced projects and receive finished goods.</li><li>• Archive completed project files in approved file naming conventions for efficient future retrieval.</li><li>• In collaboration with Communications and Marketing supervisor, create templates for schools and district to promote cohesive branding.</li><li>• Capture still photography as needed for use in digital, social and print media.</li><li>• Maintain a brand and style guide for the district and train other creative contributors on its content.</li><li>• Collaborate with members of the Communications and Marketing department on creative projects as needed.</li></ul>	
<b>EDUCATION &amp; EXPERIENCE</b> (positions in this class typically require):	
<ul style="list-style-type: none"><li>• 5 or more years of relevant paid professional work experience in graphic design or related field</li><li>• 5 or more years working in the Adobe Creative Suite and Microsoft Office Suite</li><li>• 5 or more years of experience integrating into a collaborative creative design team</li><li>• Contemporary experience, knowledge and skills across the creative disciplines including graphic design, project management, photographic arts, time management, marketing, social media</li></ul>	
<b>LICENSING REQUIREMENTS</b> (positions in this class typically require):	
<ul style="list-style-type: none"><li>• None</li></ul>	

## SCOTTSDALE UNIFIED SCHOOL DISTRICT

### POSITION: Art Director

#### **KNOWLEDGE, SKILLS & ABILITIES** (position requirements at entry):

- Contemporary knowledge and skills should include:
- Fonts, color theory, layout, design concepts, graphic design principles
- Print and media production processes and methods
- Contemporary digital and visual trends including production and distribution of email marketing, web banners, digital advertising, print collateral, magazine production, etc.
- Customer service skills to be a liaison between the client and Communications and Marketing team
- Ability to decipher others' creative visions and ideas and translate them into visual designs
- Organized and efficient multitasker able to handle the stress of multiple deadlines
- Ability to recognize emerging and changing priorities and shift workflow accordingly

#### **PHYSICAL REQUIREMENTS:**

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; some stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity.

Generally the job requires 90% sitting, 5% walking, and 5% standing. This job is performed in a generally clean and healthy environment.

#### **NOTE:**

The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

## Louise Quezada

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**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Friday, March 22, 2019 8:47 AM  
**To:** Jed Bowman; Amy Eveleth  
**Subject:** Update Position  
**Attachments:** SUSD\_Communciations Specialist.docx

Hello Dr. Bowman and Amy,

In March, Dr. Kriekard via Cabinet, provided permission for me to update the job description for Communication Specialist and Salary Level from G at \$48,484 to \$63,893 to Salary Level I at \$55,507 to \$73,152.

This is a 12-Month Administrative Support and Support Exempt position. The updated job description is attached.

This would not have a financial impact on the District or include any additional pay raise beyond the 5% that has been publicly announced.

This change is to simply modernize the job description so it more closely aligns with the role as it exists today and to ensure we can retain talent with a competitive range.

I am happy to answer any questions you may have.

Thank you.



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**SCOTTSDALE UNIFIED SCHOOL DISTRICT****POSITION: Communications Specialist**

<b>PAY GRADE:</b> Administrative I	<b>FLSA STATUS:</b> Exempt
<b>POSITION OBJECTIVE:</b>	
Plans, prepares and implements a wide variety of public information programs on a district wide basis in a centralized community engagement and public information function. Disseminates and communicates information about the District schools, programs, achievements and campaigns to a variety of audiences including parents, Principals, the public, media, employees and others. Promotes the District's image by raising the level of public awareness of District operations and accomplishments. Handles community relations, coordinates research, writes/edits/designs and publishes a variety of public information materials, coordinates community engagement campaigns, generates content for the website and performs other duties as required.	
<b>DUTIES &amp; RESPONSIBILITIES:</b> (These duties are a representative sample; position assignments may vary.)	
<ul style="list-style-type: none"><li>• Writes, edits and disseminates information to specific audiences which may include news releases, media advisories, newsletters, editorials, columns, articles, crisis communications statements including letters home, talking points and more for schools and District as a whole</li><li>• Provides copy for District website and suggests content for social media</li><li>• Prepares correspondence on behalf of the Superintendent and schools</li><li>• Serves as secondary public information officer in emergency situations</li><li>• Builds and maintains positive working relationships with local media</li><li>• Serves as liaison between various media representatives and the school district by providing information and coordinating media interviews and photo shoots</li><li>• Builds and maintains positive working relationships with parent, alumni and community groups</li><li>• Demonstrates continuous effort to enhance communications, solve problems, improve operations, decrease turnaround times, streamline work processes, and work cooperatively to provide quality work and excellent customer service</li><li>• Writes monthly community newsletter by determining stories, researching articles, and writing/editing content</li><li>• Coordinates special public relations events; ground breaking, community meetings, press conferences, etc.</li><li>• Coordinates publicity and promotion for performances, exhibitions, students and faculty recognition, and special programs</li><li>• Coordinates and organizes Governing Board student and staff recognitions</li><li>• Conducts interviews for the purpose of obtaining facts for publication</li><li>• Performs other duties as the Public Information &amp; Marketing Officer or the Superintendent may assign.</li></ul>	
<b>EDUCATION &amp; EXPERIENCE</b> (positions in this class typically require):	
<ul style="list-style-type: none"><li>• Bachelor's Degree in Communication, Journalism, Mass Media, Marketing, Business Administration or related field</li></ul>	

**SCOTTSDALE UNIFIED SCHOOL DISTRICT**

**POSITION: Communications Specialist**

<ul style="list-style-type: none"><li>• 3-5 years successful, paid professional experience in a communications, marketing, content strategy, journalism or related role</li></ul>
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**LICENSING REQUIREMENTS** (positions in this class typically require):

<ul style="list-style-type: none"><li>• None</li></ul>
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**KNOWLEDGE, SKILLS & ABILITIES** (position requirements at entry):

<ul style="list-style-type: none"><li>• Knowledge of AP Stylebook</li><li>• Knowledge and ability to apply communications skills to build strong internal and external support for the District</li><li>• Possess skills to speak and write clearly and concisely in conveying messages to a variety of audiences, and possess listening and reading skills which facilitate understanding of messages conveyed by others</li><li>• Ability to work on multiple tasks while meeting strict deadlines</li><li>• Stay abreast of emergency response roles for public information through FEMA</li><li>• Stays abreast of professional practices in the field through participation in the Arizona School Public Relations Association</li></ul>
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**PHYSICAL REQUIREMENTS:**

<p>Positions in this class typically require: stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, finger dexterity, grasping, talking, hearing, seeing, and repetitive motions. Light Work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for Sedentary Work and the worker sits most of the time.</p>
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**NOTE:**

<p>The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.</p>
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## Louise Quezada

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**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Friday, March 22, 2019 8:38 AM  
**To:** Jed Bowman; Amy Eveleth  
**Subject:** Post & Eliminate a Position  
**Attachments:** SUSD\_Digital Content Manager.docx

Dr. Bowman and Amy,

Happy Friday! I would like to take the necessary steps, as approved by Dr. Kriekard via cabinet in March 2019, to change a role in my department. This would involve:

- Eliminating the "Supervisor – Web & Social Media" (K Salary Range) position effective 5 pm June 30, 2019.
- Recruiting immediately for the Digital Content Manager role to begin July 1, 2019 (K Salary Range) using the attached job description.

Would you be able to walk me through the steps needed to achieve this plan?

Thank you!



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# SCOTTSDALE UNIFIED SCHOOL DISTRICT

## POSITION: Digital Content Manager

<b>PAY GRADE:</b> Administrative Support L	<b>FLSA STATUS:</b> Exempt
<b>POSITION OBJECTIVE:</b>	
<p>The job of Digital Content Manager is done for the purpose of creating, distributing, maintaining and managing the district's video, web and digital content to support communications, public relations, employee relations, media relations and community engagement. This position serves as the primary video and website contact and oversees the execution of the website and video aspects of the larger marketing and communication content marketing strategy to ensure consistency, clarity and alignment between school and district digital communication assets. Ensure digital media promote a positive image of the District and are aesthetically pleasing, functional, interactive, and easily navigable. Takes a leadership role in generating new and exciting digital content, promotions and campaigns for schools, programs, events, campaigns and District achievements. Ensures that all documents and content meet established standards. Digital media includes, but not limited to; websites, mobile apps, video, lobby screens, etc.</p>	
<b>DUTIES &amp; RESPONSIBILITIES:</b> (These duties are a representative sample; position assignments may vary.)	
<ul style="list-style-type: none"><li>• Produce original video content from concept to completion in alignment with the Communications and Marketing department goals, strategies and plans within designated criteria for content, shelf-life, channel, messaging, branding, etc.</li><li>• Work in collaboration with key personnel to develop digital and video content to support employee retention and recruitment events and campaigns in alignment with the District's overall marketing strategy and brand requirements.</li><li>• Operate and maintain necessary video, audio and lighting equipment in conjunction with industry standard post-production software.</li><li>• As needed, support the video recording of Governing Board meetings for live broadcast on social media by operating production equipment.</li><li>• Edit Governing Board meetings as needed and adding titling, closed captioning, imagery and music and post to the District's social media channels and website.</li><li>• Perform essential web maintenance and training duties to be able to perform all functions available in the content management system.</li><li>• Troubleshoot problems, coordinate website maintenance, and training with information technology staff, website vendor and internal stakeholders.</li><li>• Design, create, and manage the District's web assets to include overall look, design, format, function, and navigation.</li><li>• Maintain the District's style and branding guidelines and audit content to ensure it adheres to appropriate design standards.</li><li>• Proactively work with stakeholders to develop content that increases awareness of District schools, programs and benefits contributing to the District's image.</li><li>• Develop and implement training to assist staff in the use of digital media.</li></ul>	

# SCOTTSDALE UNIFIED SCHOOL DISTRICT

## POSITION: Digital Content Manager

- Monitor and analyze relevant statistical data and reports regarding utilization of the digital media and implements changes and enhancements to increase views.
- Develops, posts and maintains web pages for the purpose of disseminating information to district staff and the community.

### **EDUCATION & EXPERIENCE** (positions in this class typically require):

- 5+ years of professional, paid experience in web maintenance and commercial content management systems
- 5+ years of professional, paid experience with Adobe Creative Suite products
- 5+ years of professional, paid experience with videography

### **LICENSING REQUIREMENTS** (positions in this class typically require):

- None

### **KNOWLEDGE, SKILLS & ABILITIES** (position requirements at entry):

- Comprehensive knowledge of video pre-production, production, and post-production best practices, techniques, methods and
- Comprehensive knowledge of web content management systems
- Knowledge of motion graphics and audio/visual production, storytelling
- Excellent oral and written communication skills
- Excellent people skills to put people at ease during video shoots
- Ability to work independently on multiple projects meeting deadlines

### **PHYSICAL REQUIREMENTS:**

Positions in this class typically require: stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, finger dexterity, grasping, talking, hearing, seeing, and repetitive motions. Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.

### **NOTE:**

The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.